

LEARN TO LEAD AT  
"GNIOT"



www.gniotmba.net

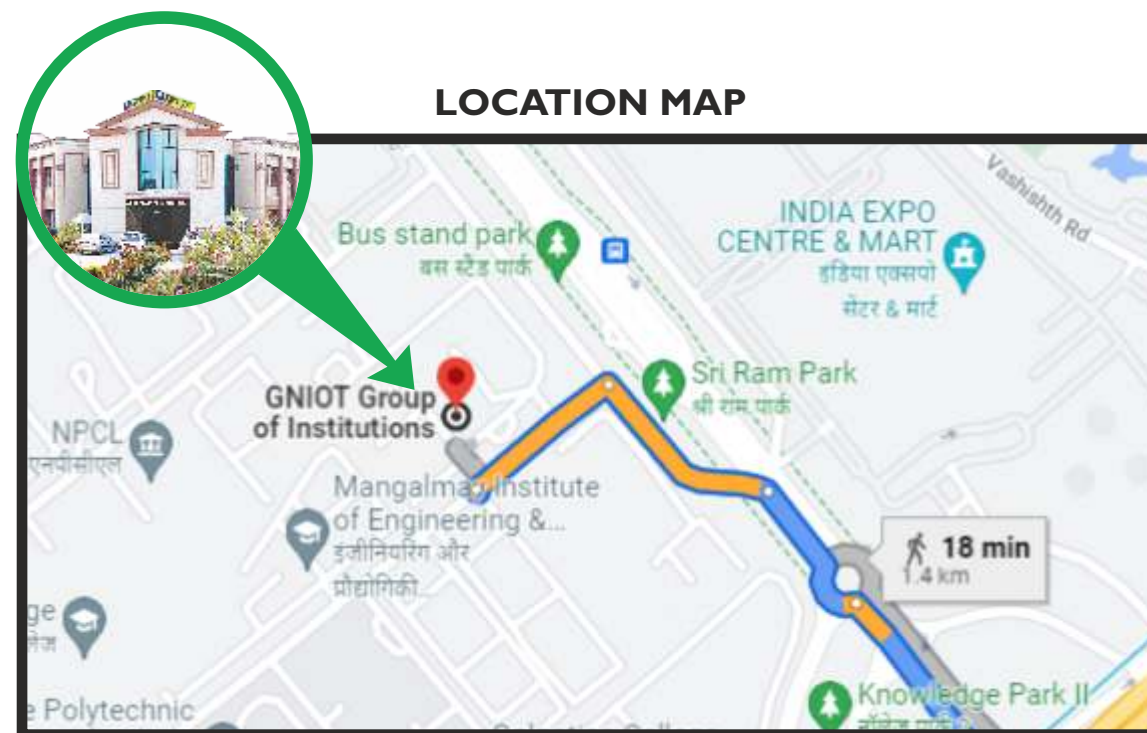


# GNIOT MBA INSTITUTE

COLLEGE CODE -272

(Approved by AICTE, Ministry of HRD, Govt of India & Affiliated to AKTU, Lucknow)

*"Guiding Excellence, Driving Innovation"*



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VISIT US ON -

# MBA

BUSINESS ANALYTICS  
HEALTHCARE & HOSPITAL MANAGEMENT  
INTEGRATED

INFORMATION BROCHURE





Reverence to our Founder Chairman



Late Shri Krishan Lal Gupta  
Founder, Chairman  
GNIOT Group of Institutions

योग: कर्मसु कौशलम्

## VISION

To be a globally recognized center of excellence in management education, where aspiring leaders are nurtured to thrive in a dynamic business landscape.

## MISSION

- M1: To provide students with the knowledge and skills necessary to succeed in the business world
- M2: To cultivate an innovative and entrepreneurial mindset in our students, who will drive the future of business.
- M3: To prepare students to be ethical and responsible leaders

## VALUES

**Excellence:** Striving for the highest standards in education, research, and leadership.  
**Innovation:** Cultivating a culture of creativity and adaptability to stay at the forefront of industry trends.  
**Integrity:** Upholding ethical principles and instilling a sense of responsibility in all our endeavors.  
**Inclusivity:** Celebrating diversity and fostering an inclusive environment that respects and values every individual.

# ABOUT GNIOT GROUP OF INSTITUTIONS



Over the years, since its inception in 2001, the GNIOT Group of Institutions have carved a niche for itself in the arena of imparting Engineering and Management education to a number of aspirants. The GNIOT group of institutions from its inception years have given huge impetus to diverse learning environment including research and innovation. The prime aim is to groom the students into technically sound and ethical leaders. The GNIOT group of institutions was founded by Honourable Late Shri Krishan Lal Gupta (Founder Chairman) under the aegis of Shri Ram Educational Trust in 2001. It comprises of multiple wings: GNIOT College of Technical Education for B.Tech, M.Tech & MCA, GNIOT Institute of Professional Studies for BBA, BCA, B.Sc. (CS), B.COM(H), GNIOT Institute of Management Studies for PGDM, Greater Noida Academy of Legal Studies and Research for Law, GNIOT Institute of Medical Sciences and Research for Nursing & Pharmacy and GNIOT MBA Institute for MBA & MBA (Integrated). The GNIOT Group of Institutions are affiliated to AKTU, Lucknow and CCSU, Meerut. We have highly qualified and industry experienced board of management. The GNIOT Group of Institutions feel proud in placing on records for world class infrastructure, high-tech amenities, highly qualified and experienced team of faculty members to teach and groom the students.



## MESSAGE FROM THE CHAIRMAN

**W**e firmly believe that the harmonious development of society can be achieved by the enlightenment of the individual heart, mind, and soul. This has become a prerequisite in today's fast-changing world where material gains have outplaced basic human values. I am of the firm opinion that education as a powerful instrument of socio-economic change can transform the attitude, thinking, and lifestyle of people. Education enables flexible thinking and better decision-making capabilities in individuals as these help deal with uncertainty, solve problems, adjust to changes into our plans and ideas.

We have always dreamt of empowering society with enlightened, skilful, and socially relevant citizens, which can be possible only by educating the masses. As such, we initiated this benign task of reconstructing the social order by providing educational establishments, thus contributing to the development of the nation in our humble way.

GNIOT Group of Institutions has taken the task of developing human capital in tune with the requirements of industry and society by integrating the basic principles of Right Philosophy, Right Knowledge, Right understanding and Right Conduct in its policies and programs.

I extend my best wishes to all the aspirants and assure you that under the controlled mentorship of the dedicated faculties of this prestigious organization, they shall be able to take full advantage of the opportunities offered to them.

I wish my students all the best.

**Dr. Rajesh Kumar Gupta**  
Chairman  
GNIOT Group of Institutions



*"We have always dreamt of empowering society with enlightened, skillful, and socially relevant citizens, which can be possible only by educating the masses..."*

## MESSAGE FROM THE VICE-CHAIRMAN

**G**NIOT MBA Institute is beyond providing a sound education, we wish to provide our students with a holistic learning experience for life. We are conscious of the changing needs of society. Hence, we shall emphasize imparting quality education and training to our students beyond the prescribed syllabus to make them responsible & disciplined citizens to serve society in true spirit. Students, you are about to cross a bridge in your life because college education is just a turning point. The hard work of today is the triumph of your future. The time and effort you spend today are the deciding factors of your later years.

As an established and highly esteemed institution, we maintain the utmost academic standard, incorporated with the conduct of discipline, thereby achieving a remarkable and excellent percentage of results. We firmly believe that education is the key to a nation's progress. With this, we will take it as our bound duty to provide the best holistic training a student can get. The institution endeavours to comfort the students with all the necessary knowledge and skills to become truly successful in their chosen fields. We will support students in achieving their golden ambitions and also ensure that their stay in college is meaningful and fruitful as well.

As the Vice Chairman of this institution, I anticipate the full participation and cooperation of the students and parents to make it possible for us to transform those dreams into reality.

We hope earnestly that the aspirants of the Master of Business Administration and Integrated MBA, will find here opportunities and after graduation will be leaders in their respective fields.

**Shri Gaurav Gupta**  
Vice Chairman  
GNIOT Group of Institutions



*"We ensure that the students at GNIOT MBA Institute receive high-quality education and training in a congenial atmosphere..."*



## MESSAGE FROM THE DIRECTOR

India's management education is undergoing significant change. The competitive employment market is on the hunt for managerial talent with cutting-edge knowledge, skills, and competencies. Globally, management education is undergoing an emergency revamp in terms of its structure, subject matter, and method of delivery due to the current fast changes in technology, connectivity, digitization, environment, and situations like pandemics, etc. GNIOT MBA Institute has been striving to excel in management education based on a simple philosophy: Hire brilliant minds, Create the right atmosphere for students to flourish, and then Step back to observe them grow into world-class leaders!

More than 25-years of Legacy, GNIOT MBA Institute, Greater Noida is acknowledged as one of the top institutions in the region for excellence in higher education offering a premier degree of Masters in Business Administration (MBA) after graduation with various specializations and Five-Year Integrated MBA Program after 10+2. Our courses are approved by All India Council for Technical Education (AICTE) and are affiliated to Dr. APJ Abdul Kalam Technical University (AKTU), Lucknow; with consistently impressive rankings, and the success of our students in the business world as evidenced by exceptional national and international placements, are testimony to our dedication to excellence in management education. Today's business environment is full of uncertainties and complex than ever before. Business executives must think creatively and act smartly to respond to the increasingly complex issues they face in order to establish and maintain a competitive advantage. The modern manager must be able to adjust quickly to turbulence that is unavoidable and exude confidence in his/her strategic thinking & execution. GNIOT MBA Institute, is an educational institution, is aware of its responsibility to nurture the next generation of Indians, who will be largely responsible for advancing India's economic development and progress. With the goal of "Building Professionals, Building Nation," we are dedicated to provide students with an excellent education and all-round development based on moral principles and environmentally conscious.

In order to enhance our academic achievement index, we at GNIOT MBA Institute, Greater Noida recognize that it is our highest responsibility as a learning organisation to continuously transform our instructional techniques and foster innovation. We welcome all budding young managers to come here to set out on a fruitful path of excellence and guide you to future fame, glory and prosperity.

**Prof. (Dr.) Anshul Sharma**

Director  
GNIOT MBA INSTITUTE



## ABOUT GNIOT

## MBA INSTITUTE

Since 2001, GNIOT MBA Institute has been at the forefront of providing top quality business education to students. With the diverse range of programs that covered the spectrum of business management, it has established itself as one of the premier Institute. The MBA, MBA(Integrated) Programs offer a transformative educational experience that combines academic excellence, practical industry exposure, and personal development. The institute is committed to produce socially responsible, ethically conscious and globally aware leaders who can navigate the challenges of the business world while making a positive impact on society.

**BUSINESS  
SIMULATION &  
CASE STUDIES**

**INNOVATION  
INCUBATION  
DESIGN THINKING**

**EXPERIMENTAL  
LEARNING**

**DUAL  
SPECIALIZATION**



*"Innovation  
distinguishes  
between a leader  
and a follower."*

- Steve Jobs





Welcome...

# GNIoT

## OUR INSTITUTES



(College Code: 132)

### Greater Noida Institute of Technology (Engineering Institute)

(Approved by AICTE & Affiliated to AKTU, Lucknow)

#### ABOUT COLLEGE:

Greater Noida Institute of Technology, Engineering Institute (GNIoT) is one of the premier institutes in the field of Technical and Management Education, founded by Late Shri K.L. Gupta in the year 2001. It was established by Shri Ram Educational Trust, Noida on nonprofit basis with a firm determination and commitment to foster a holistic approach towards the development of Engineering and Management Education. The Institute has had a meteoric rise in the field of engineering and management leading towards Graduate and Post Graduate degrees. The Institute is approved by AICTE, Ministry of HRD, Government of India, and affiliated to Dr. A.P.J. Abdul Kalam Technical University, Lucknow.

#### COURSES OFFERED:

- |                    |                                       |
|--------------------|---------------------------------------|
| • B.Tech.          | • B.Tech.(Lateral Entry)-All Branches |
| • M.Tech.          | • MCA                                 |
| • MCA (Integrated) | • MBA                                 |
| • BBA              | • BCA                                 |



### GNIoT Institute of Management Studies (PGDM Institute)

(Approved by AICTE, Ministry of HRD, Govt. of India.)

#### ABOUT COLLEGE:

GNIoT Institute of Management Studies (GIMS), Greater Noida is established in the city of the future - Greater Noida, with a mission to impart outstanding education in the realm of Management Education to the Millennials through the PGDM program. GIMS, Greater Noida was founded amidst the hustle and bustle of the pandemic in the year 2020 to provide the young graduates a new vision of Industry 4.0 and pave a path for excellence and progress in their lives. That was the year of change, dynamism, and an outlook to view the world with a tetrachromatic vision. This is the motto of GIMS to look at the PGDM program with a different perspective and value additions than what it was till now.

#### COURSES OFFERED:

- PGDM (Post Graduate Diploma In Management)



(College Code- 1203)

### GNIoT Institute of Professional Studies

(Approved by AICTE, and affiliated to Chaudhary Charan Singh University, Meerut)

#### ABOUT COLLEGE:

In July 2020, the GNIOT Institute of Professional Studies welcomed its inaugural class of undergraduate students. Fast forward to 2024, and the institution has experienced rapid growth. GIPS is swiftly establishing itself as a renowned hub for multidisciplinary and interdisciplinary education, research, and innovation, nurturing globally competitive graduates poised to lead in their respective fields. Endorsed by AICTE and affiliated with Chaudhary Charan Singh University (formerly Meerut University), GNIOT Institute of Professional Studies has become synonymous with top-tier education. Dr. Rajesh Gupta's visionary leadership has propelled GIPS to prominence, producing acclaimed professionals across diverse domains. With its esteemed faculty, cutting-edge infrastructure, and commitment to quality education, GIPS is the preferred destination for higher education seekers.

#### COURSES OFFERED:

- |               |            |            |
|---------------|------------|------------|
| • BBA         | • BCA      | • B.COM(H) |
| • B.COM (NEP) | • BSC.(CS) |            |



## GNIOT Institute of Medical Sciences and Research (GIMSAR – Nursing College)

### ABOUT COLLEGE:

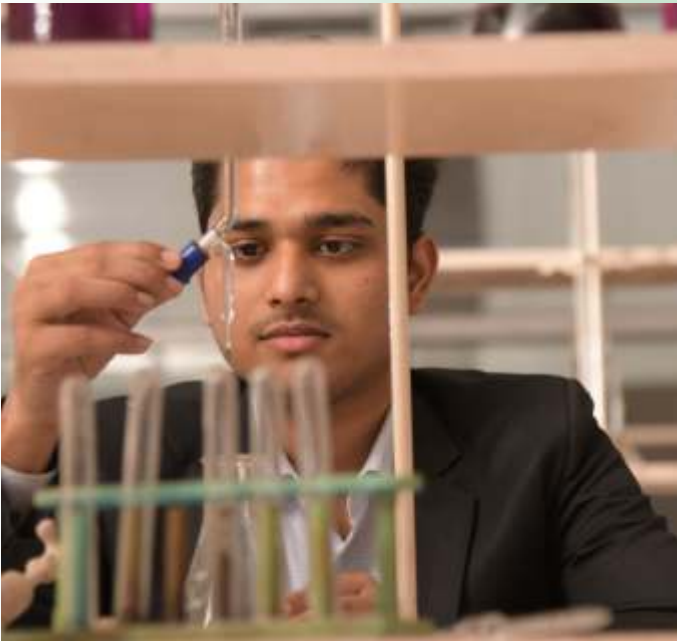
GNIOT Institute of Medical sciences and Research (GIMSAR) is one of the institutes under the GNIOT group of institutions established to provide an excellent educational environment to prepare future healthcare professionals who can work with competencies and develop an understanding of the Quality of healthcare at all levels. At present GIMSAR is running UG and diploma-level healthcare courses but planning to strive toward its goal of soaring high with other related or higher-level courses in the near future.

### COURSES OFFERED:

- B.Sc. Nursing
  - A.N.M
- (Approved by INC Delhi, UPSMF, Lucknow, and Affiliated to ABVMU, Lucknow)

- GNM
- Cardiology Technician
- OT Technician

(To be Approved by INC Delhi, UPSMF, Lucknow) – Under Process



## GNIOT Institute of Pharmaceutical Education and Research

(Approved from Pharmacy Council of India, Delhi & Board of Technical Education, Lucknow)

### ABOUT COLLEGE:

Greater Noida Institute of Pharmaceutical Education & Research is an Institute of Pharmacy studies with lush green campus located at Knowledge Park – II, Greater Noida. It is our earnest effort in creating individuals who will fortify the healthcare system by working alongside healthcare practitioners. The curricula are designed by the academics and industry practitioners, which nurtures and develops young minds into responsible Pharmacy Professionals who will contribute ethically to the future of Pharmacy in Industry, Government programs, Hospitals, Community, Society and Healthcare system at large. Programmes are delivered through extensive practical in laboratories in addition to the theoretical study. Our College futuristic healthcare model is an ideal place for an aspiring pharmacist to gain experiential training from the most accomplished professors in the industry.

### COURSES OFFERED:

- D. Pharma
- B.Pharma\*

## Greater Noida Academy of Legal Studies and Research (GNALSAR - Law College)

(Approved by the Bar Council of India and Affiliated with CCSU Meerut)

### ABOUT COLLEGE:

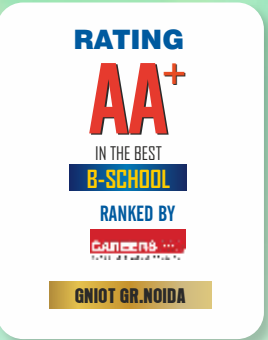
Greater Noida Academy of Legal Studies and Research (GNALSAR) is an autonomous School of Bachelor of Laws Studies spread over 1.25 acres, 5058 Sq. Mtr. of a lush green campus at Knowledge Park – II, Greater Noida. It is approved by the Bar Council of India & Affiliated with Chaudhary Charan Singh University, Meerut.

### COURSES OFFERED:

- LLB (3 Year)
- BALLB (5 Year)



# AWARDS & ACCOLADES



CERTIFICATE OF EXCELLENCE  
TOWARDS OUTCOME-  
BASED EDUCATION  
IN DIAMOND BAND  
by  
World Institutional Ranking  
(OBE Rankings)

NATIONAL EDUCATION  
EXCELLENCE  
AWARD IN NATIONAL  
BUSINESS SUMMIT &  
AWARDS  
by  
National Business  
Summit & Awards

ACADEMIC EXCELLENCE AWARD IN  
7<sup>th</sup> HIGHER EDUCATION  
INNOVATION & TECHNOLOGY  
SUMMIT &  
AWARDS  
by  
IBM & PLUS 91Media

TOP B Schools of India  
(RANK-13)  
in U.P.  
by  
CSR B School

INDIA'S TOP PRIVATE  
B SCHOOL  
(RANK-42)  
by  
Times of India

INDIA'S TOP 100  
B-SCHOOLS  
(RANK-64)  
by  
Times of India

TOP B SCHOOLS  
(IN PRIVATE INSTITUTES  
CATEGORY)  
(RANK-49)  
by  
GHRDC New Delhi

CSR  
EXCELLENCE  
IN EDUCATION  
AWARD  
by  
CSR

INDIA'S TOP  
200 B-SCHOOLS  
(RANK-134)  
by  
Fortune B-Schools

BEST MANAGEMENT  
INSTITUTE IN NORTH  
INDIA FOR INDUSTRY  
INTERFACE  
by  
Rashtriya Shiksha  
Gaurav Puraskar  
Ceremony

A+ CATEGORY  
AND RANKED 36TH  
IN THE B-SCHOOL  
SURVEY  
by  
Chronicle  
(All India B-School Survey)  
by Chronicle

THE MSME  
TIMES EXCELLENCE  
AWARDS  
by  
B2B STREETS

INDIA'S  
TOP B SCHOOL  
OF EXCELLENCE  
(RANK-10)  
by  
CSR-GHRDC  
B-School

## MoU's Memorandum of Understanding signed by GNIOT (MBA INSTITUTE)





## ADVISORY COMMITTEE



**Dr. D K Pandey**  
Senior Fellow  
Center of Air Power Studies,  
Delhi



**Dr. Bhupender Kaur**  
Vice - Chancellor  
Al-falah University  
Faridabad



**Dr. Rajendra**  
Head of Commerce  
Rajdhani College  
Delhi



**Dr. K P Yadav**  
Vice - Chancellor  
MATS University  
Raipur



**Dr. Sumit Narula**  
Dean  
Bennett University  
Gurgaon



**Dr. Jatinder Singh**  
ASG  
PHD Chamber of  
Commerce and Industry  
Delhi

## ACADEMIC COUNCIL



**Dr. Piyush Gupta**  
Associate Professor  
BIT,  
Jaipur



**Dr. Harjit Singh**  
Professor  
Symbiosis,  
Pune



**Dr. Subodh K. Kesharwani**  
Professor  
IGNOU  
Delhi



**Dr. Ashok Sharma**  
Dean Academics,  
IMT Center for  
Distance Learning  
Ghaziabad



**Dr. Anil Kumar Saini**  
Professor  
GGSIP University,  
Delhi



**Dr. Rajat K Sant**  
Professor  
MAC, Delhi University  
New Delhi

## RESEARCH COUNCIL



**Dr. Anupam Narula**  
Director  
Lal Bahadur Shastri  
Institute of Management  
Delhi



**Dr. Ashutosh Nigam**  
Professor  
Dptt. of Mgmt. Studies,  
JC Bose University of  
Science & Technology  
YMCA, Faridabad



**Dr. Aman Agarwal**  
Director  
Indian Institute of Finance  
Greater Noida



**Dr. Manish Sharma**  
Dean - Research  
Jigyasa University  
Dehradun



**Dr. Bijay Prasad Kushwaha**  
Professor  
VIT Institute of Technology  
Vellore



**Dr. Smita Mishra**  
Deputy Dean (Academics)  
Maharishi school of  
Business Management  
Noida

## CORPORATE COMMITTEE



**Mr. Virendra Singh**  
GM-HR  
Fortum India Pvt Ltd  
Gurgaon



**Mr. Sandeep Agarwal**  
CEO  
Bestkoki Pvt Ltd  
Delhi



**Ms. Divya Mishra**  
Country HR  
Head Landis+Gyr  
Noida



**Mr. Ritesh Purohit** Vice  
President  
Lakshmi Investment  
& Securities Ltd.  
Delhi

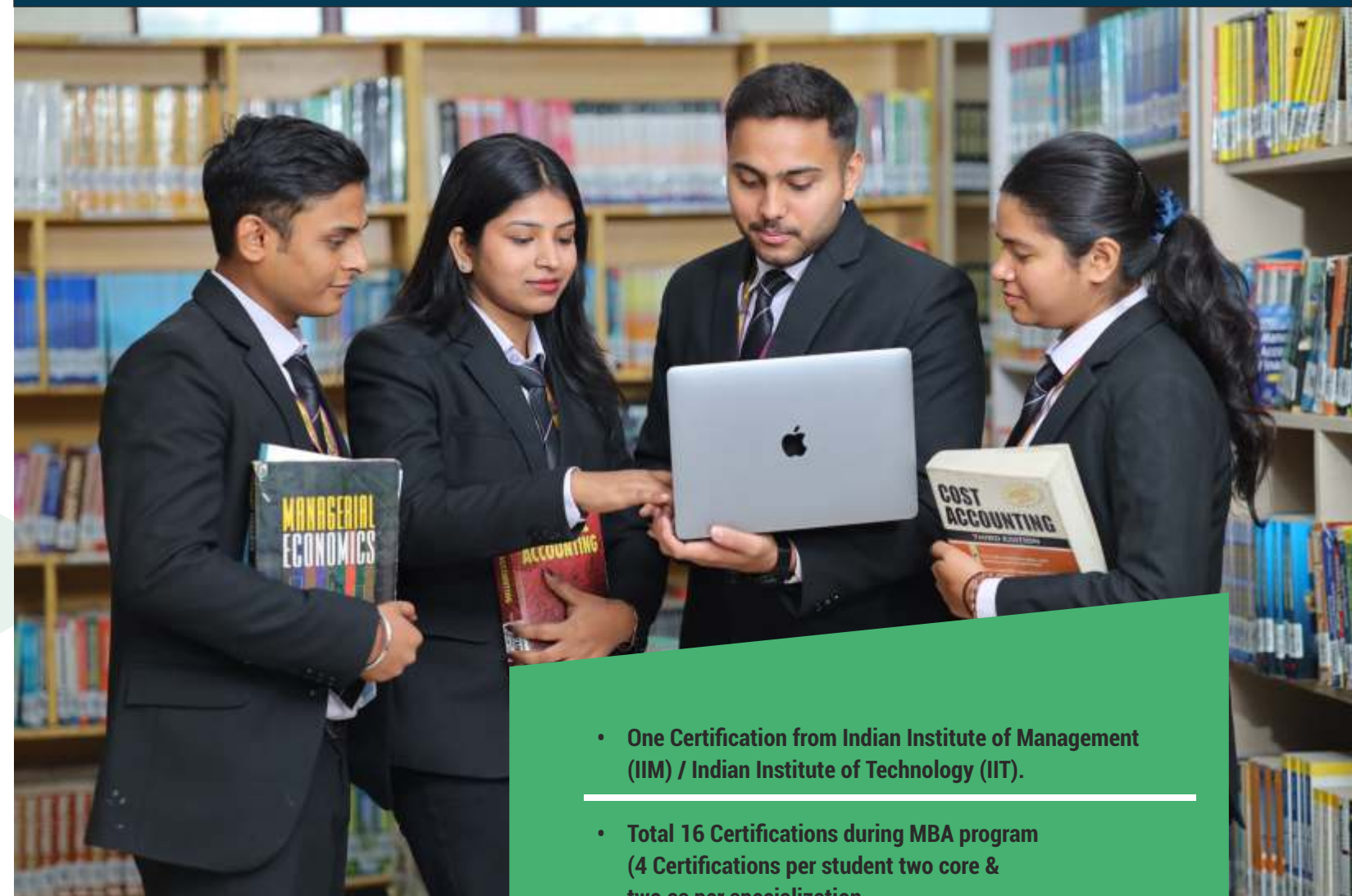


**Mr. Mahender Singh**  
Director  
HR Radisson Blu  
Greater Noida



**Mr. Vinayak Lal**  
Sr. GM Marketing  
DS Group  
Noida

# GNIOT MBA INSTITUTE



## Why choose an MBA PROGRAM?

- One Certification from Indian Institute of Management (IIM) / Indian Institute of Technology (IIT).
- Total 16 Certifications during MBA program (4 Certifications per student two core & two as per specialization).
- One Foreign Language Certificate i.e. French/ German to prepare students for global opportunities.
- Domestic Industrial Excursion tour for students 3 Nights & 4 Days.
- Soft skills and Corporate Readiness programs such as communication skills, logical & Aptitude test, Personality Development, Mock GD & PI, etc.
- Corporate connect programs with Industrial experts includes Guest lecturers, Training Sessions, Live projects & Simulation programs.
- 100 % Internship and Placement Assistance.



# Masters of Business Administration MBA

The MBA program at GNIOT encourages students to develop their strategic decision-making abilities, practice their cross-cultural skills, and create a skill set that is crucial for a business operation. The program aims to cultivate not just business knowledge but also social orientation, leadership qualities and self-awareness among its students.

The MBA program is a two-year, full-time program with four semesters. The program is affiliated to Dr. A.P.J Abdul Kalam Technical University, Lucknow, U.P. and approved by All India Council of Technical Education (AICTE).

MBA curriculum offers a unique blend of strategic thinking and practical approach, with three-dimensional focus on:

- Academic Excellence
- Effective Corporate Interface
- Multi-dimensional Individual Development

## PROGRAM OBJECTIVES

- To build awareness about the socio-economic environment at national & international front and its implications on business.
- To hone analytical and problem-solving skills using modern day management tools to enhance decision making capabilities.
- To impart state-of-art skills and knowledge in functional areas of management with the objective of preparing students for cross-functional positions in Industry.
- To develop the student's personality integrated with strong values and positive attitude so as to be receptive to societal concerns and ethical conduct.
- To expose the students to Global Industrial Environment by sending them for internships to various industries apart from industrial visits and expert lectures.
- To provide additional certificate courses to meet the dynamic challenges of the modern organizations.



## CERTIFICATIONS

- Corporate Readiness & Soft Skill Training
- Aptitude Training
- Life Skills Training
- Business Communication Certification
- Advanced Excel Certification
- Sales Leadership Professional (CSLP) Certification
- HR Payroll & Statutory Compliance Certification
- HR Recruitment & HR Analytics Certification
- International Business & Documentation Certification
- Presentation Based Case Studies Certification
- Certificate In Corporate Etiquette
- Data Analysis with R Certification
- Data Analysis Using Python Certification
- Financial Modeling & Valuation Analyst (FMVA) Certification
- Certificate Program in Financial Derivatives
- Project Management Professional Certification
- Business Analytics Certification
- Certificate Program in Operations Management
- Capital & Derivative Analysis Certification
- Power BI

## SPECIALIZATIONS MBA

MARKETING

HUMAN RESOURCE

FINANCE

INTERNATIONAL BUSINESS

OPERATIONS

INFORMATION TECHNOLOGY

## ELIGIBILITY

The student must have passed Bachelor Degree of minimum three years duration with 50% for the General category while 45% marks for candidates belonging to SC/ST or an equivalent CGPA in graduation from recognized university.

Preferably UPSEE/CAT/MAT/XAT

## CAREER OPTIONS

- Management Analyst/Consultant
- Data Analyst
- Business Development Officer
- Business Intelligence Analyst
- Program and Marketing Managers
- Big Data Analytics Specialist
- Operations Manager
- Market Research Analyst
- Marketing Manager
- Brand Manager
- Product Manager
- Sales Manager
- Human Resource Manager
- Finance Manager
- Stock Analyst Manager





# MBA

## BUSINESS ANALYTICS



### MBA BUSINESS ANALYTICS (BA)

Business Analytics has emerged as a critical discipline in today's data-driven business landscape, with organizations relying on insights to make informed decisions. Recognizing the growing demand for skilled professionals in this field, the MBA in Business Analytics program at GNIOT is a two-year, full-time course which is designed to equip individuals with the necessary expertise to thrive in dynamic business environments.

The program is tailored to provide a comprehensive understanding of Industry 4.0 through data analysis, statistical modelling, and predictive analysis. The program is crafted for current and aspiring professionals seeking to enhance their analytical skills. The program encourages the application of theoretical concepts to solve complex business problems. It aims to enhance critical thinking, analytical capabilities, and the ability to communicate data-driven insights effectively.

#### PROGRAM OBJECTIVES

- Exhibit competence in extracting meaningful insights to guide strategic business decisions.
- Develop skills to optimize business processes through the application of analytics techniques.
- Showcase the ability to communicate complex analytical findings to diverse stakeholders.
- Cultivate a deep understanding of data-driven decision-making within a business context.

#### ELIGIBILITY

The student must have passed Bachelor Degree of minimum three years duration with 50% (45% for SC/ST).

#### CAREER OPTIONS

- |                            |                        |
|----------------------------|------------------------|
| • Chief Data Officer (CDO) | • Business Analyst     |
| • Data Scientist           | • Functional Analyst   |
| • Analytics Consultant     | • Operations Manager   |
| • Data Analyst             | • Marketing Manager    |
| • Market Research Analyst  | • Data Science Manager |
| • Operations Analyst       | • BI Manager           |
| • Data Quality Analyst     | • Consultant           |
|                            | • Entrepreneur         |



# MBA

## HEALTHCARE & HOSPITAL MANAGEMENT



### MBA HEALTHCARE & HOSPITAL MANAGEMENT (HCHM)

Health and Social Care is a substantial and growing service sector, with new government investments giving it a higher profile than ever. Rapid changes within the industry mean that there is likely to be a demand for well-trained and multi-skilled individuals. MBA program in Healthcare & Hospital Management at GNIOT is a two-year, full-time programme which is designed for those who are seeking to enhance their credentials and looking forward to transition into management roles in the emerging healthcare sector.

The industry-focused curriculum integrates management competencies with healthcare systems management, allowing students to effectively manage public health programmes, public health facilities, corporate and government hospitals, and consultancy projects. Epidemiology, material management, quality assurance, healthcare information system, healthcare insurance and disaster management, etc, are key focus areas of this program will enable students to develop new skills in the areas of leadership, decision making and strategic thinking.

#### PROGRAM OBJECTIVES

- Demonstrate an understanding of the Indian health care system.
- Demonstrate competence in health information literacy.
- Develop skills to collaborate and consult as a strategic member of the healthcare team.
- Ability to analyse and interpret financial information specific to the healthcare setting.
- Develop appropriate professional behaviours and leadership skills for careers in health care.

#### ELIGIBILITY

The student must have passed Bachelor Degree of minimum three years duration with 50% (45% for SC/ST).

#### CAREER OPTIONS

- |                                 |                                   |
|---------------------------------|-----------------------------------|
| • Floor Manager                 | • Purchase & Supply chain Manager |
| • Hospital Operation Manager    | • Project manager in GHP          |
| • Front Office Manager          | • Hospital Marketing Manager      |
| • Facility Manager              | • Pharmaceutical Manager          |
| • Patient Care Services Manager | • Centre Head and Clinic Manager  |
| • Human Resource Executive      | • Claim Manager                   |
| • Hospital Project Consultant   | • Medical Practice Manager        |
| • Quality Manager               |                                   |



# MBA

## (INTEGRATED)

The Integrated MBA (Master of Business Administration) program is a five-year undergraduate and postgraduate program that combines a bachelor's degree with an MBA curriculum. The program aims to provide students with a comprehensive education in both business fundamentals and advanced business concepts, preparing them for leadership roles in various industries.



### PROGRAM OBJECTIVES

- To develop a strong foundation in business fundamentals, including finance, marketing, operations, human resources, and strategy, during the initial years of the program.
- To provide advanced knowledge and skills in specialized areas of business, such as finance, marketing, entrepreneurship, international business, or supply chain management, through specialized coursework in the later years of the program.
- To cultivate leadership and management skills necessary for effective decision-making, problem-solving, and strategic thinking in a business context.
- To enhance analytical and critical thinking skills to evaluate and interpret business data and information, and make data-driven decisions.
- To foster effective communication and presentation skills to articulate business ideas, strategies, and recommendations to diverse stakeholders.
- To provide opportunities for practical experiences, such as internships, industry projects, or experiential learning, to apply classroom knowledge in real-world business situations.
- To promote an understanding of ethical and responsible business practices, including considerations of sustainability, corporate social responsibility, and ethical decision-making.
- To develop global perspectives and cultural awareness, enabling graduates to navigate and succeed in an increasingly interconnected and diverse business environment.
- To equip students with the necessary skills to adapt to evolving business trends and technologies, such as digital transformation, innovation, and entrepreneurship.

### SPECIALIZATIONS MBA(INT.)

MARKETING

FINANCE

HUMAN RESOURCE

INTERNATIONAL BUSINESS

INFORMATION TECHNOLOGY

OPERATIONS MANAGEMENT

### CERTIFICATIONS

- Life skills Training
- Aptitude Training
- Digital Marketing
- Advance Excel
- Professional Communication Training
- Tally & ERP
- Industry Enhancement Program
- Personality Development Program
- Basics of Data Analysis
- Six Sigma Certification

### ELIGIBILITY

The student must have passed the 10+2 examination with a minimum aggregate of 45% from any stream.

### CAREER OPTIONS

- Management Analyst/Consultant
- Data Analyst
- Business Development Officer
- Business Intelligence Analyst
- Program and Marketing Managers
- Big Data Analytics Specialist
- Operations Manager
- Market Research Analyst
- Marketing Manager
- Brand Manager
- Product Manager
- Sales Manager
- Human Resource Manager
- Finance Manager
- Stock Analyst Manager



# LEARNING RESOURCE CENTRE

Learning information plays a crucial role in teaching and development activities of students. GNIOT MBA Institutes has well equipped library. It has meticulously chosen 12,382 books of Indian as well as foreign authors with approximately 1,165 titles. It has elaborate collection of 36 national and international journals on various aspects of management and related subjects which assist in dissemination of information and updating knowledge. We at GNIOT MBA Library have redesigned and renovated to fulfill the advanced needs of students. Our Digital Library is equipped with latest facilities to provide E-journals, E-books etc. We are highly competent and capable to cater as a resource to any knowledge need to faculty, students and researchers.

- E- Nalanda Consortium
- DELNET Magazine
- EBSCO Database
- Book Bank
- National & International Journals
- Reputed Reference Books
- E-Resources(E-journals & E- Book)
- Competition Books(NET, JRF, PSUs)

## E-BOOKS

- TAYLOR & FRANCIS
- SPRINGER
- PHI
- OXFORD
- MC GRAW HILL
- CAMBRIDGE
- NEW AGE

## E JOURNALS

- SPRINGER NATURE
- CAMBRIDGE
- BUSINESS MANAGEMENT & ELECTRONICS
- EMERALS DATABASE



# Expert EDGE @ GNIOT



**Mr. Navneet Naman**  
VP Technology Staffing  
APAC, Quesst Malaysia



**Mr. Debprasad Ray**  
Head-HR,  
VEST Inc.



**Mr. Amulya Saha**  
Senior VP & CHRO  
Invest India



**Mr. Suman Saha**  
Head HR Administrator,  
LUXOR International  
Pvt. Ltd



**Mr. Lalit Choudhary**  
Manager, Talent Acquisition,  
Aditya Birla Capital Ltd



**Mr. Aseem Nath Tripathi**  
Chief HR Officer,  
Multiplier Brand Solution  
Pvt. Ltd.



**Mr. Mohit Kapur**  
VP and Head of Technology,  
IT SOX Global



**Mr. Pankaj Gupta**  
Delivery-Head  
Adobe, Noida

# FACULTY ACHIEVEMENTS

85<sup>+</sup>  
CONFERENCES/  
SEMINARS &  
WORKSHOPS

75<sup>+</sup>  
MDP &  
FDP

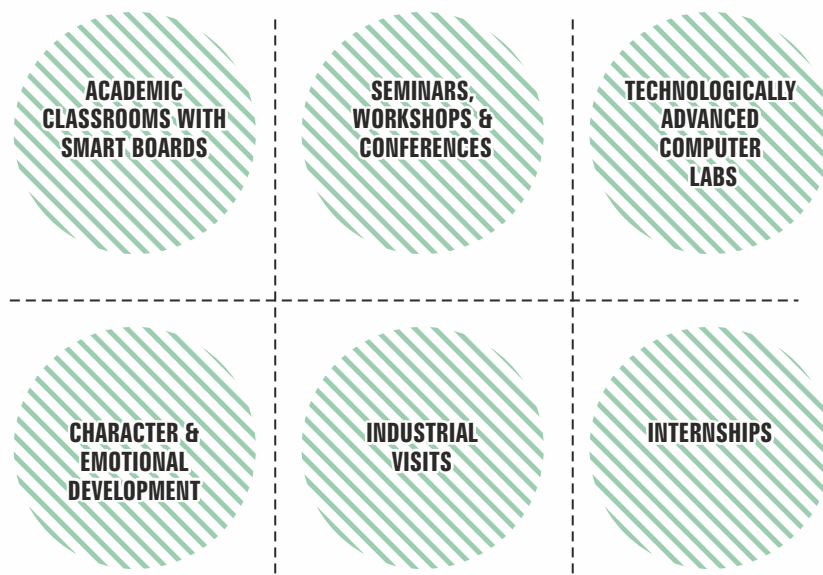
100<sup>+</sup>  
RESEARCH PAPERS  
PATENTS  
BOOK PUBLICATIONS

GNIOT MBA Institute has a team of experienced and enthusiastic faculty members from reputed universities. The devoted team grooms the students into intellectually strong and ethically sound leaders. Apart from teaching, the faculty also plays the role of mentor. All aspects of students including academics, research, mental and physical well-being are continuously monitored for their growth and development. With an untiring dedication towards their profession, the faculty members leave no stone unturned in transforming every student into a performer. The Institute gives highest priority to continuous development of the faculty members for research by sending them for conferences, FDPs and seminars. Various collaborations with industry and academia helps them to be updated and agile. They are instrumental in hosting several seminars, conferences and workshops.





# HOLISTIC DEVELOPMENT OF STUDENTS



## MBA INSTITUTE'S INTAKE

MBA	240 seats
MBA(Business Analytics)	30 seats
MBA (Healthcare & Hospital Management)	30 seats
MBA (Integrated)	60 seats

*Empowering Leadership, Striving Growth*

## INDUSTRY CONNECT







## EXPERT TALK



## CULTURAL & SOCIAL ACTIVITIES





# BEYOND ACADEMICS



# SPORTS @ GNIOT





# GNIOT PLACEMENTS

## PACKAGE SNIPPET HIGHLIGHTS

Average Package

**7.25 LPA**

Highest Package (Domestic)

**27.25 LPA**

Highest Package (International)

**70.00 LPA**



## INTERNSHIP AT GNIOT

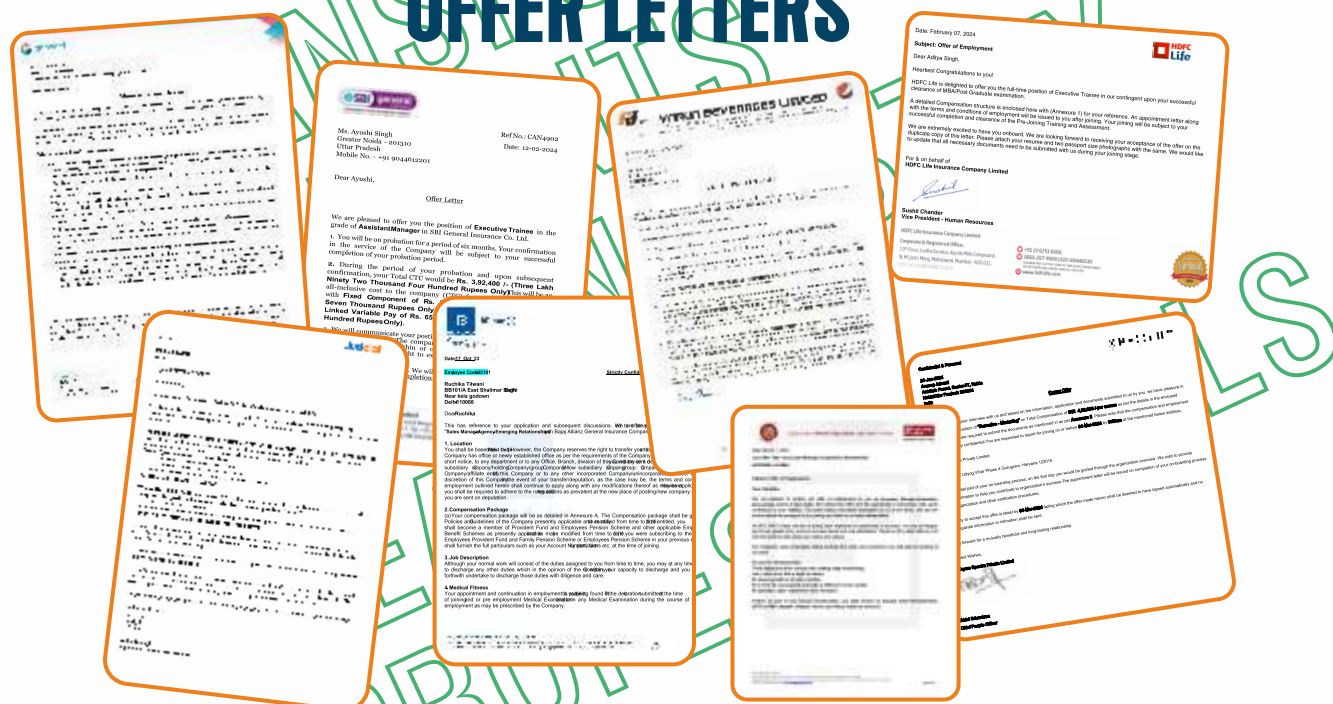




# OUR TOP RECRUITERS



## OFFER LETTERS





# ALUMNI SPEAKS

"As we begin our MBA journey at GNIOT, we are inspired by a vibrant learning atmosphere and a strong sense of collaboration. Guided by experienced faculty and supported by state-of-the-art resources, we are well-equipped to thrive academically and grow into future business leaders. I'm impressed by GNIOT commitment to nurturing future business leaders and believe the program will provide students with valuable skills and knowledge."



**Mr. Ravi Yadav**  
Regional Manager  
Lohmann & Rauscher



**Mr. Avinash Kr. Tripathi**  
Manager  
Regulatory Reporting  
Natwest Bank



"At GNIOT, academic learning is seamlessly integrated with practical skill development. Through partnerships with top industry leaders, the institute offers hands-on workshops, simulation exercises, and consulting projects—providing students with opportunities to apply theoretical knowledge to real-world business challenges and strengthen their problem-solving capabilities."

"GNIOT stands out as a premier academic institution offering a diverse range of programs tailored to students' varied interests. The campus is equipped with world-class facilities that enhance the overall learning experience. During my time here, I've had the privilege of building lifelong friendships and gaining skills and knowledge that will be instrumental in my future professional journey."



**Ms. Jaya Pant**  
Co- Founder  
Big Tree Resource Management



**Mr. Ravi Singh**  
GM TECHNICAL  
Hindustan Petroleum



"At GNIOT, learning goes beyond the classroom. Industry-driven workshops, simulations, and live projects empower students to turn theory into action and build real-world problem-solving skills that set them apart."

"GNIOT takes pride in offering world-class facilities and a state-of-the-art infrastructure that fosters both learning and collaboration. From advanced lecture halls to innovative research labs, every part of the campus is designed to spark creativity and drive innovation. Students here are empowered with the resources they need to excel and go beyond conventional limits."



**Ms. Suruchi Sharan**  
AGM- Marketing and Communication  
MacMillan Education India



**Mr. Manoj Singh**  
Marketing head  
Cornitos



"My journey at GNIOT laid a strong foundation for my career in strategic management and marketing. The institution's focus on holistic learning and industry-relevant programs like Data Analytic, Power BI, and Entrepreneurship equipped me with the analytical skills and strategic mindset necessary to drive impact marketing decisions. These programs truly prepare students to lead with confidence and agility in today's dynamic business environment"

"Experiential learning is a cornerstone of the GNIOT MBA experience. From industry internships and live corporate projects to immersive study tours, students gain real-world exposure that sharpens business acumen and builds career-ready confidence—ensuring we're prepared to make an immediate impact from day one."



**Mr. Shariq Ahmed**  
Cluster Manager-HR  
Middle east and Africa  
Larsen & Toubro



**Mr. Abhinav Kr. Verma**  
Retail Sales Manager  
Himalaya Wellness Company



"At GNIOT, holistic learning goes beyond textbooks—students gain a competitive edge through industry-driven add-on courses in Data Analytic, Entrepreneurship, Power BI, and more. These specialized programs empower MBA aspirants to up-skill, diversify, and confidently navigate today's ever-evolving professional landscape."

"GNIOT boasts world-class infrastructure designed to inspire learning, innovation, and collaboration. With cutting-edge facilities and industry-aligned programs, the institute fosters holistic development—sharpening our analytical abilities and cultivating a strategic mindset for real-world success."



**Mr. Abhishek Shukla**  
Sr. Manager  
Motherson Group



**Mr. Dushyant Singh**  
Program Manager  
GVK EMRI



"At GNIOT, academic excellence meets real-world application. Industry-driven workshops, live projects, and cutting-edge add-on courses in Data Analytics, Power BI, and Entrepreneurship equip students with practical skills and strategic insights—empowering future leaders to thrive in a fast-evolving business world."

## GLIMPSES OF ALUMNI MEET







# MANAGEMENT CLUBS

## HARMONY HUB- THE CULTURAL AND SOCIAL CLUB

Creating a Cultural and Social club within an MBA program can provide students with opportunities to celebrate diversity, foster cultural understanding, and build a sense of community.



**LAUNCH-PAD**  
**THE ENTREPRENEURSHIP CLUB**

Establishing an Entrepreneurship Club within an MBA program can provide students with opportunities to explore entrepreneurial ventures, develop startup skills, and network with like-minded individuals.



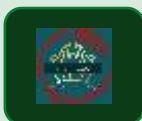
**CAPITAL MINDS**  
**THE FINANCE CLUB**

Creating a Finance (FIN) club within an MBA program can provide students with opportunities to deepen their understanding of financial concepts, network with professionals in the field, and apply theoretical knowledge to real-world situations.



**TALENT ARCHITECT**  
**THE HR CLUB**

Creating an HR club within an MBA course can offer students interested in human resources management valuable opportunities for networking, skill-building, and professional development.



## TECH TITANS THE IT CLUB

Forming an IT club within an MBA course can be an excellent way to engage students interested in technology, innovation, and entrepreneurship.



**BRAND BUILDERS**  
**THE MARKETING CLUB**

Establishing a Marketing club within an MBA program can provide students with valuable opportunities to explore the dynamic field of marketing, develop practical skills, and network with professionals.



**PIXEL PRISM**  
**THE PHOTOGRAPHY CLUB**

Establishing a Photography club within an MBA program can provide students with opportunities to explore their creativity, develop their photography skills, and engage in artistic expression.



**PRATISPARDHA  
THE SPORTS CLUB**

Establishing a Sports Club within an MBA program can provide students with opportunities for physical activity, teamwork, and leadership development outside of the classroom.

